

Message Text

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PAGE 01 LONDON 06241 211848Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 STR-07 /028 W
-----000107 212007Z /43

P R 211119Z APR 78
FM AMEMBASSY LONDON
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 5364

UNCLAS LONDON 06241

FOR CHARLES E. JOHNSTON, USDOC FOOTWEAR TEAM COORDINATOR, AND VICTOR MANGINI, FOOTWEAR TASK FORCE

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: AMERICAN FOOTWEAR INDUSTRY ASSOC. (AFIA) IOGA TRADE MISSION

REF: (A) STATE 47047; (B) PARIS 7844; (C) LONDON 3850; (D) LONDON 4089; (E) STOCKHOLM 1088; (F) USDOC 7529

1. PROPOSED SEP. 26-28 TIMING OF IOGA MISSION VISIT POSES PROBLEMS. PARA 2 REF F REQUESTS HOTEL ROOMS "IN IMMEDIATE PROXIMITY OF BRITISH INT'L FOOTWEAR FAIR" (IN WHICH WE HAVE URGED PARTICIPATION), YET LONDON FAIR IS SCHEDULED FOR FOLLOWING WEEK (OCT. 1-4). IT APPEARS UNLIKELY THAT EXHIBITOR FIRM'S EXECUTIVES OF LEVEL BEST SUITED FOR TRADE MISSION ATTENTION WILL BE ON HAND AT THOSE EARLIER DATES, IF THIS IS THOUGHT BEHIND PROPOSED TIMING.

2. RECOMMEND INSTEAD THAT PARIS STAY BE MOVED BACK TO FOLLOW DUSSELDORF EXHIBITION DATES, AND THAT LONDON VISIT THEN FOLLOW DURING WEEK OF BIG BRITISH SHOW. THIS WOULD CONTINUE TO ALLOW FOR MISSION ATTENTION OF STOCKHOLM SHOW FAIR (REF E), AND THERE APPEARS NO UNCLASSIFIED

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OBJECTION FROM PARIS SIDE SINCE IMC IN ANY CASE WILL NOT BE OPEN ON SEP. 13-15 (REF B) AND NO PERTINENT FRENCH SHOWS ARE SCHEDULED FOR EITHER PERIOD PER APRIL ISSUES OF "EXHIBITION BULLETIN" AND "EXPOWORLD".

3. ACCORDINGLY, EMBASSY URGES THAT MISSION RESCHEDULE PARIS VISIT FOR SEP. 26-28, TRAVEL TO LONDON AND BEGIN

SET-UP ON SEP. 29, COMPLETE SET-UP ON SEP. 30, AND
EXHIBIT IN BRITISH INT'L FOOTWEAR FAIR AT OLYMPIA OCT.
1-4.

4. IF PARTICIPATION IN FOOTWEAR FAIR SOMEHOW IS
IMPOSSIBLE, SUGGEST SAME TIMING OF MOVEMENT TO PERMIT
CALLS ON AGENTS/DISTRIBUTORS AFTERNOON OF SEP. 29 AND
ATTENDANCE AT FAIR OCT. 1 AND 2.

5. POST IS COLLECTING INFO ON NEWLY-ANNOUNCED
SPECIAL HOTEL DISCOUNTS FOR PERIOD OF FOOTWEAR FAIR.

STREATOR

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 apr 1978
Decapton Date: 01 jan 1960
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978LONDON06241
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780171-0669
Format: TEL
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780432/aaaabagr.tel
Line Count: 75
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ef1befa9-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 47047, 78 PARIS 7844, 78 LONDON 3850, 78 LONDON 4089, 78 STOCKHOLM 1088
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2894197
Secure: OPEN
Status: NATIVE
Subject: AMERICAN FOOTWEAR INDUSTRY ASSOC. (AFIA) IOGA TRADE MISSION
TAGS: BEXP, UK
To: COM
Type: TE
vdkgvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/ef1befa9-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014